



Celebrating 20 years of

THE  
GRUFFALO®



# INTRODUCING ZOG AT FATFACE

We were so proud and excited at FatFace to partner with Magic Light Pictures last Christmas with the hit animation Zog.

The magic, imagination and vivid rhyming stories that Julia Donaldson and Axel Scheffler create in their hugely successful and well-loved picture books really captured the essence of our family brand.

At FatFace we take great pleasure in ensuring that our kidswear is designed to give kids all the magic, imagination and fun they deserve not only through play and reading but the clothes they wear.

This was an opportunity we could not miss. It's exciting times at FatFace as we have taken on an industry licensing expert to help guide us through these fantastic opportunities and partnerships and we will continue to co-partner with Magic Light on other exciting characters as we build our kidswear.

Our collection was a playful range of PJs and onesies, as well as a plush toy and book, it was guaranteed to put a smile on any child's face as FatFace stores really got engaged with cross category activity and windows.



In-store



Store Window

## FATFACE



## ZOG<sup>TM</sup>

© 2010 & TM Julia Donaldson & Axel Scheffler.  
Licensed by Magic Light Pictures Ltd.



# Welcome

Welcome to our gorgeous dedicated publication on The Gruffalo, in celebration of the 20th anniversary of everyone's favourite orange-eyed creature.

As popular today as it was when Julia Donaldson and Axel Scheffler created him two decades ago, The Gruffalo has grown into a modern classic. The tale of the little brown mouse who gets lost in the deep, dark wood and comes across a strange creature with knobbly knees and turned out toes is one that continues to delight families around the world.

Producers of the animated short films and licensing rights holder Magic Light Pictures continues to innovate with exciting product developments that reach out to new generations of Gruffalo fans while staying true to the original story.

As the birthday celebrations commence, we take a look at just how far the story, and its

licensing programme have travelled over the years, with a close look at the Magic Light Pictures story . . . so far.

From charity jumpers and Christmas-time movies to a comprehensive plush programme and specially-themed woodland trails, the licensing tale is as strong as the properties it represents and the affection felt for the brand shines through from licensees and readers of the books alike.

With exciting plans in the pipeline for 2019 and beyond, there is much to look forward to in the years to come for this family favourite.

## The Magic Light licensing and marketing team



**Daryl Shute,**  
Brand Director



**Alex Sanson,**  
Marketing Executive



**Aidan  
Taylor-Gooby,**  
Licensing Manager.



**Bridie Gibbs,**  
Product Development  
Executive

This special Magic Light Pictures publication was produced by Max Publishing. Editor: Fiona Pavely. Joint MDs Jakki Brown and Ian Hyder. Creative director: Mark Grayson. Copyright 2019: While every effort has been made to ensure that the information in this publication was correct at the time of going to press, the publishers cannot accept legal liability for any errors or omissions, nor can they accept responsibility for the standing of advertisers, nor any organisations mentioned in the text. [www.maxmediagroup.co.uk](http://www.maxmediagroup.co.uk) Tel: 0207 700 6740

# Plenty at



**Celebrating his 20th anniversary this year, The Gruffalo has got plenty to be excited about and that's more than just a few candles on his crumble!**

**L**icensees, broadcast partners and retailers alike are all poised for the year of The Gruffalo. The big furry monster is already huge, but 2019 is his year and Magic Light intends to make the most of it.

Long-term partner Forestry Commission England will play a pivotal role in the 20th anniversary celebrations in what will be the 5th year of their relationship with the brand. "We will have birthday parties in 'the deep dark wood' to celebrate as well as activity sheets and packs encouraging children to make bunting and party hats with leaves," Magic Light's brand director Daryl Shute explains.

"It will be a summer-long schedule of activity complete with costume character visits that families will absolutely love."

The Gruffalo River Ride at Chessington World of Adventures Resort thrilled over a million visitors

in its opening year, 2017, and in March this year the Room on the Broom attraction will open too, making a compelling character combination at the venue. Merlin Entertainments has signed a 10-year license with Magic Light and is fully invested in The Gruffalo anniversary which will be

hugely celebrated on site with character parades, songs and dancing and what Daryl promises will be "hilarious stuff!"

Magic Light is also hugely excited to announce that a Gruffalo 50p coin is going to be pressed by the Royal Mint this year in celebration of his birthday. "It's huge testament to The Gruffalo that he has been picked so early in his

life to be immortalised in this way," says Daryl. "We're really excited."

Axel Scheffler has also created new anniversary artwork in celebration of this landmark of which licensees have been swift to take advantage.





"There will be gold foil swing tickets on products in Sainsbury's fanfaring the 20th anniversary, meanwhile Aurora will be creating special anniversary plush and we are in talks with John Lewis for a month-long programme of character store visits," reveals Daryl.

Another exciting anniversary initiative is Gruffalo Global which will quite literally see The Gruffalo reaching the far flung corners of the world. In partnership with Horsham District Council (where Julia Donaldson lives and which is celebrating its year of culture in 2019 of which Julia is the patron) an idea was mooted. Daryl takes up the story: "We wanted to do something whacky and fun so we all came up with the idea to take 20 Gruffalo plush, each with individual QR codes that can be tracked on a 'moving map' at [www.globalgruffalo.com](http://www.globalgruffalo.com), and send them on adventures around the world".

"Gatwick Airport is a key sponsor and the airport wants to take their plush on as many journeys as possible. I'm sure other sponsors will take their plush to weird and wonderful places but we also know that some will be passed around the community in primary schools for example. It should have loads of traction on social media so look out for #GlobalGruffalo."

A year-long charity partnership is also in place with Save the Children in 2019 and a range of Christmas jumpers are being created by Sainsbury's in preparation for Christmas Jumper Day, with each sale raising money for this important cause.

With licensees poised, retailers promising shopping theatre, live events, charity tie-ups and social media campaigns, this is just the tip of the iceberg according to Daryl. "Yes, it's definitely going to be an important year for The Gruffalo," he affirms.





# Danilo

## Visit us at Spring Fair!

Hall 3 M16, 3<sup>rd</sup>-7<sup>th</sup> February



## CARDS, GIFT WRAP & BAGS

01992 702 900 - sales@danilo.com - www.danilo.com  
Independent retailers contact Words & Wishes 01942 233201

MAGIC  
LIGHT

©2018 & TM Julia Donaldson/Axel Scheffler.  
Licensed by Magic Light Pictures Ltd.



# A gruffalo? What's a gruffalo?

Countless children around the world have grown up with the story of *The Gruffalo* but few people could have predicted what a monster success it would still be 20 years on.

As *The Gruffalo* gets ready to celebrate its 20-year anniversary there can be no doubt of the success of the Julia Donaldson and Axel Scheffler creation. And according to its publishers, Macmillan Children's Books, the writing was on the table along with the first proofs of the book. "The page proofs for *The Gruffalo* were in the Macmillan Children's Books publishing office when I arrived from Waterstone's Booksellers in November 1998. We all knew that *The Gruffalo* was going to be a special book, it has a timeless quality and appeal that engages all ages," explains Communications Director Alyx Price. "March 1999 was the perfect month to publish – the Easter press roundup reviews ran and we received blanket coverage. The bookshops responded well to this and the rest is history."

The story-telling of Julia and the illustrative skills of Axel have certainly proved to be a winning combination, but what was it about the Gruffalo's tale that made it such a hit? For Alyx, it is the secret to the book's global success lies in the re-telling of a David and Goliath story. "It is in the telling that the picture book excels: along with the way the animals develop their own characters. The partnership that Julia and Axel have is unique. They create a verbal and visual place that their readers can believe in and are complete; they both work with incredible attention to detail."

Introducing fans to a second book in the series when the first has been so popular and well-



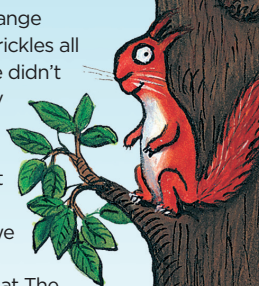
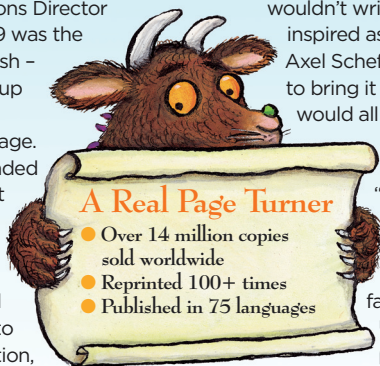
**Top:** Turning 20 in 2019 *The Gruffalo* will be hoping to capture the imaginations of a new generation, with a special anniversary edition.  
**Above centre:** Alyx Price, communications director at Macmillan Children's Books.

loved is always a gamble, but in the case of *The Gruffalo's Child* it was one that paid off. The demand was there for a second outing for the strange

woodland creature with purple prickles all over his back and the second title didn't disappoint. "There was never any doubt that Julia Donaldson wouldn't write a story just as inspired as the original and that Axel Scheffler wouldn't be able to bring it to life in a way that we would all respond to."

So is it fair to say that *The Gruffalo* is now a modern classic? "Absolutely!" exclaims Alyx. "Both Axel and Julia meet thousands of children each year who come to meet the creators of their favourite monster. It won't be long before we are meeting parents who grew up with the story themselves."

Alyx and her team are now busy making plans for the 20th anniversary year. "We have some great projects and partnerships – from celebration activities in bookshops and libraries, to working with World Book Day and the National Literacy Trust with schools throughout the UK, to events with Julia and Axel – and, of course, a birthday party."





# Making Magic

Founded in 2003, in just 15 short years Magic Light Pictures has built up an enviable global reputation, not only for its productions and award-winning animations, but also for licensing, distribution and marketing.

Founded by producers, Martin Pope and Michael Rose, Magic Light was set up to create life enhancing projects for the family audience. The company's films have been variously nominated for four Oscars, won two Baftas, a European Film Award, two International Emmys and many more worldwide. And it all started in earnest back in 2003 with one very important character – The Gruffalo.

"At the time both Martin and myself were reading The Gruffalo to our young children," explains joint ceo Michael Rose, "and we thought this is something really special that we felt could be developed into a classic property."

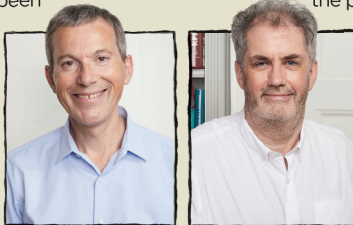
"We began pitching to the book's author Julia Donaldson and illustrator Axel Scheffler." Michael recalls they were up against some pretty stiff competition in the form of Hollywood studios who wanted to produce a feature film and TV producers who wanted to make a series. "Instead our idea was

to make a 30 minute special which would stay completely true to the original story. Julia often recalls that one of the last questions she asked on the pitch was when would the film be broadcast? And I replied that it would be on BBC One on Christmas Day. She loved that ambition and we then had to deliver on it!"

Sure enough that is exactly what happened. The film eventually premiered to huge acclaim at 5.15pm on

Christmas Day 2009 on BBC One getting a massive 10m viewers.

And what of the next 15 years in terms of production? Alongside more specials, the company is also developing its first preschool animated series as well as family live action drama. As Michael explains: "For us it's all about the audience – we love making films which allow the whole family to watch together."



Above: Michael Rose & Martin Pope, Joint CEO's

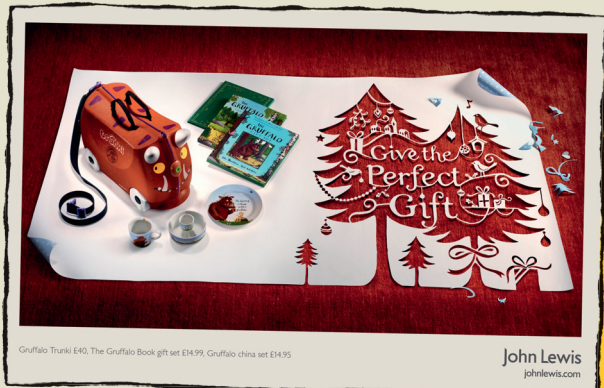


"I can't believe it's 20 years since The Gruffalo was first published. In that time, he's been brought to life on stage and screen, featured in nature trails, library cards and book tokens and turned into a soft toy. When I first wrote the story, I never imagined anything like that, but it's lovely to see how the character has become a part of so many people's lives. Working with Magic Light Pictures since 2008 has been a real delight. All the films they produce are beautiful and capture the characters perfectly, and I love it when my box of Gruffalo merchandise arrives so that I can share it all with my grandchildren and neighbours."

Left: Julia Donaldson, Author

Julia Donaldson

Below: The Perfect Gift campaign from John Lewis in The Gruffalo's first year of launch.



Gruffalo Trunki! £40, The Gruffalo Book gift set £14.99, Gruffalo china set £14.95

John Lewis  
johnlewis.com

Below: Daryl Shute, Brand Director

## Launching The Gruffalo Licensing

Alongside the films, Magic Light also successfully manages a strong licensing programme for the brand.

A launch party for the original products was held in October 2009 at Selfridges Oxford Street, setting the tone for the quality of the products to be expected for the brand. Working with licensing agent



TLC (now CAA-GBG) a carefully crafted licensing strategy was developed. Early licensees included two manufacturers that had previously not explored licensing, Aurora and Trunki, as well as Paul Lamond Games, Blueprint, Wild & Wolf and Woodmansterne.

"Lisa Shapiro and the team at CAA-GBG have been instrumental over the years in building the consumer products portfolio from a handful of licenses to what we have today," says Magic Light's brand director Daryl Shute. "I remember in 2009, going down into the tube that Christmas and seeing a dedicated billboard size advert for the John Lewis 'Perfect Gift' campaign featuring The Gruffalo. It was then that I realised we had really hit the right note."

Today The Gruffalo licensing programme spans over 40 licensees and encompasses 350+ products as well as successful DTR deals with key retailers, such as M&S and Sainsbury's. "The licensing programme uses all the original artwork from Axel rather than the film artwork," Daryl explains. "Our vision was always to create a classic brand."

With so many great partners on board the Magic Light licensing portfolio continues to grow. "The partnership we formed with Forestry England in 2014 allowed us to engage with fans in a new way. We always have to be mindful that The Gruffalo is effectively one story and one film, so keeping the brand fresh, alive and relevant is something we're constantly thinking about. Our films really help to drive all the licensing activity, and as the programme progresses, the more it is becoming about a whole universe of characters with consumers finding what they see in the books being replicated on the shelves of retailers."

As for The Gruffalo Daryl feels that Magic Light has reached the point in the brand life cycle where a second generation of people are reading the books to their own children. "In tandem with this the licensing programme has now been around for 10 years and we are in the position to begin to think about where else we can take it, which is really exciting."

"It has been an immense privilege to have worked on The Gruffalo licensing programme since it's inception. From day 1, we knew that we were working on something special. Special, is an overused word in licensing however The Gruffalo is a true jewel."

Lisa Shapiro

svp retail development EMEA, CAA-GBG





Magic Light animated specials have fast become a must-see Christmas tradition. Ever since *The Gruffalo* first aired in 2009 the films are now as much a part of the Christmas schedules as *The Queen's Speech*.

# Lights, Camera...

**Inset:** The *Gruffalo* film combines the fluidity and movement of CGI animation with a physical, almost tactile world.

# Animation

The adaptations of *The Gruffalo*, *The Gruffalo's Child*, *Room on the Broom*, *The Highway Rat*, *Stick Man* and newcomer *Zog* are all now essential family viewing at Christmas-time.

Costing close to £2million each to make, these half hour films transport viewers into the pages of the much-loved books. The *Gruffalo* film is a hybrid of two types of animation with CGI characters

layered on to a world of physical sets. This brings the story to life in a uniquely tactile and enchanting way. Martin Pope explains: "We wanted to take the audience inside the



world of Axel Scheffler's illustrations – to weave in and out of the deep dark woods, even to see the behind of the *Gruffalo*. The model sets give a weight and reality to the world – you can almost touch it."

Creating films that remain true to the original story is always the aim, and ultimately what makes each production such a hit with the fans. At every stage the team consulted closely with Julia and Axel, to ensure

"Ever since the *Gruffalo* first came to BBC One in 2009 it's been delighting children and adults with its wonderful mix of gentle humour and charming storytelling. It's been a great experience to work with Magic Light on this project and many since, and we wish them well as they celebrate 20 years of *The Gruffalo*."

**Charlotte Moore**, BBC Director of Content

the books were being brought to screen in an authentic and faithful way. "As authors they know this world and these characters inside out so their input was crucial to us.





**Above:** Characters and any moving scenery, such as clouds or water, were then animated in CGI and laid on top of the film footage in a process called compositing.

**Left:** Colourkeys are created in the early stages of production. They determine the look and feel for the overall film and become the benchmark for lighting the final scenes.

**Right:** The sets for the film were built as physical models in the traditional way of stop motion animation. Some small, some very large, they allowed the directors to recreate Axel Scheffler's 2D illustrations with depth and texture.

We wanted to ensure that all those millions who loved the book would see the film and say, 'that's just how I always imagined it!' And we were determined to make a classic.

Really it gave us sleepless nights!" reveals Martin.



**Inset:** Sainsbury's has long been a fan of The Gruffalo.



## Playing to win

Back in 2013 Sainsbury's signed a pivotal DTR deal for The Gruffalo, its first publishing property for kidswear and the relationship is now stitched into the fabric of the Tu collection.

Sainsbury's was in no way new to licensing when it began working with Magic Light, but prior to singing the Gruffalo DTR, in a deal brokered by CAA-GBG, the retailer had concentrated mainly on the major entertainment licences such as Disney and Marvel for apparel. However, John Carolan (now head of buying for Sainsbury's TU) had a background in DTRs from his time working at Mothercare.

Mel Fieldsend, Sainsbury's buying manager takes up the story: "John

understood that DTRs allowed you to work with

brands differently and in a more meaningful way and he was keen to implement that at Sainsbury's. We were already doing bits of babywear with The Gruffalo through a licensee but it was one of the first publishing properties we'd ever worked with on a DTR.

According to Mel the DTR route has allowed the Sainsbury's team the opportunity to shape a coherent and consistent range. "When you source

product through a licensee, you brief out what you are looking for and they come back with their ideas of what you might want.

The benefit of a DTR is that we could take The Gruffalo and ensure that the product really fitted within the rest of the range."

In order to accomplish this everything is designed in-house and managed right through to production, but first a whole raft of trend and colour predictions are undertaken and the designs are created from these.

The process hasn't been entirely plain



**Top left:** Sainsbury's is running a competition online to win a trip to stay at Chessington.

**Above:** Novelty products such as these are always popular.

**Right:** Zog has joined the suite of Magic Light properties with products such as pyjamas.



sailing, Mel admits: "We were on a bit of a learning-curve early on with our suppliers in China explaining to them why The Gruffalo is a very particular shade of brown, but these suppliers work with us from season to season and now they are fully immersed in the brand."

The retailer has also had to work out what products work well for customers. "He's big and brown so we have to be creative with that," laughs Mel, "but Magic Light is always extremely helpful with different poses and approaches. Fortunately, trends are working with the brand this year as brown and soft furry fabrics are the fashion, making The Gruffalo very much a trend-setter!"

Mel feels that the key to Sainsbury's success is down to having stayed true to the core of the brand. "The Gruffalo can be line art and painterly or he can be bold and colourful, but it's important that it always remains consistent with the heart of the brand." She cited by way of example some brushed flannel pyjamas that were available this Christmas with an all over print in The Gruffalo and Stick Man. "They are a traditional shape and it's such a lovely fit with the brand and bedtime stories. I genuinely believe that these are the sort of things parents will put in a 'keepsake box'," she enthuses.

The Gruffalo range within Sainsbury's is now pretty substantial, boasting 100+ skus with everything across the seasons from swim shorts and towels to PJs and jumpers, but Mel admits that it "took a while to get the handwriting right" for the look for girls. "The launch of The Gruffalo's Child really helped as she's softer and more feminine enabling us to come up with some fabulous products. For example, our soft pink sweat top is one of the most popular products,"



Above: The Gruffalo's Child enabled Sainsbury's to appeal to girls and the line art style has proven to be particularly popular.

Above: The Gruffalo works across all apparel including slippers.



says Mel. "Our girls' product sales are growing and gaining momentum."

Asides from The Gruffalo, traction is also building across the Magic Light suite of properties with Stick Man in particular doing well at Christmas and during World Book Day for dress-up. Likewise, Room on the Broom is performing strongly,

particularly at Halloween with products such as glow in the dark pyjamas. What's more,

Zog ranges also launched this Christmas with nightwear and daywear for toddler boy and Mel is looking forward with anticipation to the next Magic Light film launch:

"As we are getting to know the brands, we are understanding

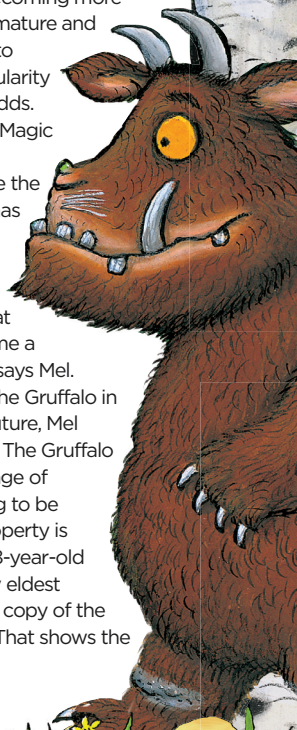
when they spike, what sells and how the brands work together. On our website we have a Gruffalo landing page and we are now looking at ways to bring the brands all together."

As for the future Mel is in no doubt that the relationship is a long-term partnership for Sainsbury's. "As a retailer we are seeing clothing becoming more established and mature and there is nothing to suggest that the popularity won't continue," she adds.

"Our relationship with Magic Light has been very important and I admire the integrity Magic Light has shown with the brand. Understandably the team there is very protective of it and that

has really allowed us to become a destination for The Gruffalo," says Mel.

Summing up the power of The Gruffalo in today's market and into the future, Mel points out: "Everything about The Gruffalo is wholesome and in today's age of YouTube videos it's something to be proud of that a publishing property is bucking the trend. I have an 8-year-old and a 2-year-old child, but my eldest doesn't want to relinquish her copy of the books so we've doubled up. That shows the power of the brand!"





# Aykroyd & Sons

Contact: Sion Aykroyd  
E: Sion.Aykroyd@Aykroyds.co.uk  
T: +44(0) 161 929 1122

Celebrating  
**100 Years**



1918 - 2018

Proud to be associated with Gruffalo  
in our 100th year!



Contact: Dean Greasley  
E: dean@tdptex.com  
T: +44(0)1283 550400



THE  
**GRUFFALO®**

Celebrating 20 years



# Feeling Plush

Aurora World has been an important licensing partner for Magic Light since the very early days of *The Gruffalo* and the relationship is still on a strong growth trajectory.

**Inset:** Aurora have developed an extensive family of plush, now spanning 44 skus that includes a nursery collection.  
**Below:** The Gruffalo plush is still a best seller for Aurora.

**A**s Magic Light and CAA-GBG began developing the licensing programme for *The Gruffalo* back in 2009 it sought a licensing partner for the crucial plush product category and so the tie-up with Aurora World began. Like many, the team were already familiar with the story and only too keen to jump on board. "The Gruffalo was the favourite book of our managing director's daughter at the time and for the initial meeting, before the license had even been signed, we'd created the first sample just based on his passion for the book," reveals Aurora's sales director Martin Ringer. "We were fairly new to licensing at this point, but it felt like it was a perfect fit for Aurora World, offering the opportunity to develop a high quality, detailed plush product that appealed to our target demographic."

Proving from little acorns mighty oaks do grow, Aurora worked with key retail partners such as John Lewis and Waterstones during the development of the initial plush product. "Right from the start *The Gruffalo* has been a fantastic door opener for us and continues to be so," comments Martin. "The 8" Gruffalo plush item we launched in 2009 continues to be our best-seller and with Magic Light continuing to produce fantastic animations for further Donaldson/Scheffler books, we have

an ever-growing pool of characters to develop into plush toys."

Staying true to the original story lines is the key to Aurora World's success, according to Martin, but who admits that it is sometimes a challenge to get right. He says: "At first we were reticent to make a Stick Man plush. Making a plush stick isn't easy; we needed to make it tactile and cute while staying faithful to the original illustrations. Since launch

though Stick Man has exceeded expectation and continues to be one of our best-selling items."

With 44 lines of plush across *The Gruffalo*, Gruffalo's Child, Room on the Broom, Stick Man, The Highway Rat and Zog brand portfolio, Aurora has been selling the products in the UK, Europe and Australia – and the US is the next territory to be added in 2019. "We'll be launching the licence in the US at the New York Toy Fair this year which we're really happy about," says Martin.

In terms of products there's lots for retailers to be excited about too, with a new Zog plush launched to coincide with the latest Christmas animation, a new range of Gruffalo Baby product snuggling down in the John Lewis nursery department and much more to come.





# THE GRUFFALO®

Storytime Cushion



Head-Shaped Cushion



Fleece Blanket



Luxury  
Blanket



Towel



Junior Duvet



**DREAMTEX**  
www.dreamtextltd.com

Creators Of Bedrooms...Weavers Of Dreams



# Power to the dragon

Below: Zog was the 2018 BBC animated special from Magic Light.

Below centre: Fat Face has created an Zog collection that features its own signature look.

Having brought animation magic to the TV screens of millions on Christmas Day, Zog has enjoyed a huge push in product to coincide.

First published in 2010, Zog has sold more than 1.5 million copies and won the Galaxy National Children's Book of the Year Award, so was well placed to bring yuletide smiles to the faces of families already familiar with the story, as well as those new to his hapless adventures. Following the animated success of The Gruffalo, Stick Man and The Highway Rat, there were sky-high expectations for Zog's story, which follows his adventures at dragon school and encounters with a young girl who would rather be a doctor than a hapless princess, and doesn't want to be rescued by a Knight in shining armour.

"Zog is very on trend at the moment being a dragon. Set in a wonderful world of knights and princesses it's very much a story of female empowerment," points out Magic Light's product development executive Bridie Gibbs.

Magic Light Pictures has been busy with the licensing to support the film, which has included a partnership with retailer FatFace for the launch of an exclusive range of Zog clothing. The range features pyjamas, slippers and a onesie, plus t-shirts and novelty hat, gloves and scarf set for outerwear. Alongside the apparel lines, FatFace is also stocking the new Zog plush from Aurora and the book, published by Scholastic.



The launch was supported by POS, shop window marketing in FatFace's high street stores and the focus of a strong social media campaign.

Sharing her enthusiasm for the tie-up, Clare Probyn from the retail marketing team at FatFace, commented: "We are privileged

to be bringing to life (and children) the character Zog, created by the very talented Julia Donaldson and Axel Scheffler."

Revealing his personal favourites from the FatFace collection, Bridie says: "There's a characterful orange onesie in FatFace and slippers. I love the range because FatFace have given it their own handwriting and it really works."

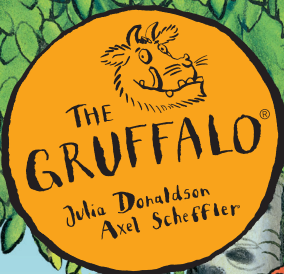
With a second book published, Zog and the Flying Doctors, Bridie teases that "there is potential for a sequel film for the future."





# DISCOVER

## Fun Puzzles & Games



05537 Shaped Floor Puzzle



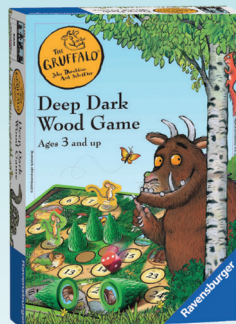
06916 4 in Box



06918 6x 2pc Puzzles



06919 9x 2pc Puzzles



22278 Deep Dark Wood Game



06980 Four Shaped Puzzles



22279 Mini memory®



The Gruffalo ©1999 Julia Donaldson & Axel Scheffler.

Tel: 01869 363800

sales@ravensburger.com

Ravensburger

# Following the STICK MAN trail



Few books could make such a large audience fall in love with an animated twig in quite the way that Stick Man has done. In fact he is next best-selling character in the offering from Magic Light after *The Gruffalo*.

With his Stick Lady Love and Stick Children three, Stick Man is a family character who runs into trouble trying to get back to the family tree.

The book that follows his Odysseyan-like adventure has now sold 2 million copies worldwide, has been adapted into a short animated film and "Stick Man offers a sense of family and a father trying to get back to his children," comments Magic Light's Aidan Taylor-Gooby. "While it's very popular at Christmas, because there is a Santa in the story, it is a 12-month journey and our style guide has more of an evergreen look."

As with the tale of the strange creature in the deep dark wood before it, experiential licensing has been particularly successful for Stick Man, with the character taken, literally, back to his roots at Forestry England sites. Stick Man-themed activity trails in woods and forests across the UK encouraged families to get active while enjoying the familiar story together.

This type of consumer-engagement has now been



Above: Stick Man trails with Forestry England were a huge success.



extended to urban areas through working with Social Farms & Gardens' community growing sites in urban locations, enabling the brand to reach different

audiences with a similar idea of interacting with nature.

Designed to encourage children aged 3-7 to get outdoors and explore the natural world, these twiggy trails based very much on the Stick Man book can be found at community gardens, city farms and gardens across the country.

From merchandise, a film and a stage show, to woodland and urban trails, Stick Man is a picture book that is enjoying an epic licensing journey. It is a brand that is definitely 'sticking' around!





# What the licensees say...

When it comes to having a finger on the pulse of how well a licence is performing and its longevity there's no better judge than the licensees selling products into retail. Some key Gruffalo licensees share their thoughts on the big brown prickly monster.



**Louise Hinds**  
licensing and creative director,  
VMC Accessories:

"As a leading specialist in preschool dress-up The Gruffalo was a perfect

opportunity for us to add to our existing portfolio; we could also see the opportunity for the other characters in the story and Julia Donaldson portfolio as a whole. We supply the Gruffalo dress-up and indeed the rest of the Julia Donaldson portfolio from Gruffalo's Child to the most recent development of the brilliantly funny story Zog, the keenest dragon in school!"

**Below:** Kids loving getting into character with VMC Gruffalo dress-up.



**Right:** The Gruffalo snakes and ladders creates classic board game fun for all the family.



**Rosie Neale**  
senior product and  
licensing manager,  
Hacche:

"It's been no surprise to us that The Gruffalo has become such an

evergreen property. Its publishing background creates a trust-worthiness to the property which has allowed parents and children to enjoy the charming story and beautiful illustrations together. The animation then builds upon this completely bringing the characters and world of the Gruffalo to life. We hope to see new generations of children, parents and grandparents enjoying this wonderful story for years to come!"



### Amy Wordsworth founder, Good Bubble:

"I think it's very rare to stay popular for so long, especially in such a competitive industry, with new titles being released all the time. This is just credit to the legacy of the story, of Donaldson's ability to capture the imaginations of generation after generation and Magic Light's strength in supporting visibility through its licensing programme.

Our collaborated range is a baby and children's toiletries collection including: Prickly Pear Bubble Bath, Hair & Body Wash, Detangling Spray and Moisturiser. The range is vegan-friendly, cruelty-free and multi award-winning, including Gold and Best Buy wins from The Green Parent."

*Below:* Good Bubble toiletries.



### Benn Bramwell marketing & NPD manager, Ravensburger:

"We have worked with many publishing-based characters

over the years, and that depth of content gives us inspiration and ideas for our puzzles.

We take time to understand the character, we read the books, watch the

animation and look at what other licensors have created. Some animation styles don't work well for puzzles (moving media is very different from a static puzzle), so we consider the art choices available.

Our range includes jigsaw puzzles and simple games. Many of the jigsaws fall into our 'my first puzzles' range, which combines extra-thick high-quality board with large, chunky pieces, making products ideal for ages 18 months upwards. And new this year is a wonderful Shaped Giant Floor Puzzle which means that children can now build their very own large Gruffalo."

*Above:* A Ravensburger Mouse puzzle.



### Lucy Wynn-Jones head of licensing, Worlds Apart:

"We have worked on The Gruffalo for a number of years, being first attracted to the licence as it fits perfectly with our bedroom range, offering the consumer a different choice from entertainment licences. We have aimed to build the storytelling into our range, as this is the USP of the licence. Our range comprises a bed, which fits perfectly with bedtime stories, and then a range of bedroom furniture focused around storage. A best-selling line for us is the book case, again because this fits perfectly with the licence. We also have a My 1st ReadyBed in the range, allowing little ones' familiarity of their favourite character when away from home."

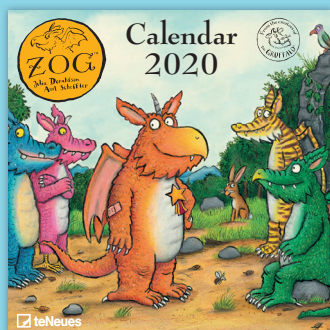


*Above:* Worlds Apart bedroom range, a previous Licensing Awards winner, is a perfect tie in with The Gruffalo as a bedtime story.



# Celebrating the anniversary with a collection of beautiful calendars

Our best selling Family Planner in its 10<sup>th</sup> year.  
17 month school planner from August 2019-December  
2020 with a seasonal theme each month and 5 headed  
columns for family members. A substantial calendar at 30  
x 60cm when opened with room for notes on every page.



New for this year.

A smaller format and practically sized  
at 17.5 x 35cm when opened, this 12  
month Mini Grid calendar follows the  
adventures of Zog and his friends as  
they progress through Dragon school!

New format for this year.  
Following the success of the Stick Man  
2019 Mini Grid calendar, the beautiful  
illustrations from this much loved book  
are now available as a Family Planner. With  
the same great features and a new sticker  
sheet, follow the adventures of Stick Man  
as he tries to get back to the family tree.



All Calendars are available in the United  
Kingdom, Channel Islands, Isle of Man, Republic  
of Ireland, Belgium, Netherlands and Italy.

 **teNeues**

Contact Claire Trigger t: 07715 208507  
e: [ctrigger@teneues-calendars.com](mailto:ctrigger@teneues-calendars.com)



## Will Marston

**ceo, Star Editions:**

"For me personally, reading

The Gruffalo to my kids, and then ultimately EVERY Julia Donaldson story over and over, you just realise how timeless they are. For the type of products Star Editions makes, namely stationery and personalised gifts, what attracted us was the unmistakable 'look' and with Axel Scheffler's gorgeous illustrations, you can't go wrong – the products just design themselves.

We worked closely with Magic Light to choose the most iconic phrases from the story, as well as the most memorable images and transfer them onto each product. Just having so many to choose from was the hardest part, but also made it so much fun. And if we're having fun, I think that echoes in the products themselves."

**Right:** Personalised bottles from Star Editions.



**Above:** A Gruffalo Tonie from Boxine.



## Gary Wilmot

**director, Boxine:**

"With all of the ingredients you

need for an interesting and appealing book, The Gruffalo was a perfect character for us to launch our UK range with, especially following its great success in Germany. All of Gruffalo's distinctive features have been hand painted onto the Gruffalo Tonie, making it a perfect bedtime toy and complementing our storytime range beautifully."



## Andy Downie

**commercial director, Dreamtex;**

"The Gruffalo is a classic children's property with universal appeal for

both parents and children alike. This, accompanied with its distinctive art style and that it is told as a bedtime story to children all around the world, made us believe that it would be a great fit for a range of children's bedding and home textiles.

All our Gruffalo bedding ranges are printed on 100% cotton for a softer feel and to reflect the evergreen nature of the brand. To accompany the bedding we also have a range of luxury fleece blankets and Gruffalo-shaped cushions and pyjama cases, along with a storybook travel cushion featuring all the characters from the book."

**Right:** No such thing as a Gruffalo bedding from Dreamtex.





The logo for Good Bubble, featuring the words "Good" and "Bubble" in a playful, rounded font. "Good" is in blue and green, and "Bubble" is in blue and green with a small "TM" symbol.

Suitable for newborns and upwards, the award-winning Gruffalo range from Good Bubble features mild and gentle formulations made with extract of skin-loving superfruit Prickly Pear with avocado oil and coconut oil added to the moisturiser for increased hydration and smoothy soft skin.

No tears, no nasties. Vegan friendly and accredited by Cruelty Free International.

[www.goodbubble.co.uk](http://www.goodbubble.co.uk)

Email: [hello@goodbubble.co.uk](mailto:hello@goodbubble.co.uk)



©2018 & TM Julia Donaldson/Axel Scheffler.  
Licensed by Magic Light Pictures Ltd.

## Claire Trigger

**sales and marketing manager, teNeues:**

"The Gruffalo is a unique licensing property – obviously it is a best-selling book, but the management of the licence by Magic Light is really special. Calendars for children are a difficult call, but we realised that the beautiful imagery would translate really well into a Family Planner. This is still our best-selling calendar and we see no sign of this changing!"

**Below:** A Gruffalo Family Planner from teNeues.



**David Scott,**  
**md, Rainbow**  
**Productions**

"I think the popularity of The Gruffalo will last as long as people read books – it's a story that stands the test of time. We deliver 'live' appearances of The Gruffalo so it must be faithful to the illustrations but not too scary for very young children to meet in real life. We're very excited by The Gruffalo's 20th anniversary – this is a character that has truly stood the test of time and there is no doubt the anniversary activity will ensure he is even more popular in 2019."



**Above:** Rainbow Productions had to be sure that its Gruffalo costume for live appearances wasn't too scary.

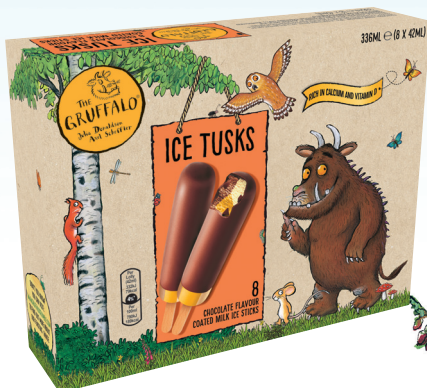


**Greg Ovenden**

**director, Brand of Brothers:**

"Julia Donaldson's books have always been in our lives at home and when the opportunity came up to talk to Daryl and the team at MLP about working on a Gruffalo ice lolly product we jumped at the chance.

The actual product itself was borne out of various meetings with the factory to understand their capabilities when it came to moulded lollies, however we soon noticed a way to create a milk-based finger lolly that allowed three colours of ice cream inside, which we could easily make into the colours of The Gruffalo (brown, white, orange)."



**Right:** Brand of Brothers Gruffalo Ice Tusks were an innovative take on the Gruffalo character.



# Out and about

So you've got the best-selling book, the licensed products, the animated film – what next? How has experiential licensing enhanced The Gruffalo brand?

If ever there was a partnership that fitted hand-in-glove it is the tie-up between The Gruffalo and Forestry Commission England, which has been ongoing since The Gruffalo's 15th anniversary in 2014. The first year of the partnership won a Licensing Award in the Marketing and Communications category. As Josephine Lavelle, head of marketing, brand and communications at the Forestry Commission England comments: "We look after England's deep dark woods, and our mission is to connect people with woods and forests. The Gruffalo is an excellent way of introducing nature to preschool children in a fun and engaging way. Unusually the Gruffalo is set in a working woodland teeming with wildlife. Snake lives in a logpile house and Owl in his treetop house, enabling us to tell the story of sustainable forest management."

Alex Sanson, marketing executive at Magic Light echoes this sentiment and feels that the relationship has been equally important from their side in building The Gruffalo brand.

"Children have read the book, most have seen the film and some have bought licensed products, but this partnership gave them the

opportunity to react to the brand in a physical space. "It was a very natural fit."

The first year of the partnership saw 28 trails at Forestry Commission England sites being introduced, complete with giant sculptures as well as many picnics and parties in the forest. "Children were encouraged to go on a forest walk and learn about nature, animals and trees. The feedback from visitors was fantastic, especially from young families who might not

have chosen it as a first choice of a day out otherwise," explains Alex.

In 2017 Gruffalo the bar was raised and the trails incorporated an AR app which, according to Alex, appealed to different tech-savvy demographic. "Visitors were led by boards around the trail but when they found a

marker and pointed their phone at it, an animation based on the film artwork would trigger and the character would be there in the forest with the kids. You could follow around Mouse and the other animals eventually getting to the Gruffalo and you could then have your picture taken alongside the characters."

Such was the success of the app it was downloaded over 400,000 times and was number one in the kids charts on the App store. In fact, it was even nominated for a BAFTA! This year Alex promises there will be more

Below: Alex Sanson, Magic Light.  
Below centre: Gruffalo trails were the perfect extension for the brand.





## A Stroll in the Deep Dark Wood

- 2 million Forestry Commission trail visitors per year
- #hashtags - over 26,000 uses on Instagram
- Gruffalo Spotter app - over 400,000 downloads and #1 in the Kids Chart on the App Store Launched 2014.
- Gruffalo's 15th anniversary
- 2014-15, Gruffalo's Child trail
- 2016, Stick Man trail
- 2017, Gruffalo Spotter trail
- 2018, The Highway Rat trail
- 2019, Zog trail



exciting Gruffalo forest activities for the 20th anniversary, alongside 25 Zog trails!

Buoyed by the success of The Forestry Commission partnership, when Merlin Entertainments approached Magic Light with its ideas for a Gruffalo ride at Chessington World of Adventures Resort, the team was very interested. "While it is always a tricky balance between being protective of the brand and broadening it out, we knew that this tie-up still held true to those core family values of doing something with the family and having a day out, albeit completely different," says Alex.

For Jonathan Lewis, global IP licensing director for Merlin Entertainments The Gruffalo had been in his sights for some time. He explains: "With two young children, The Gruffalo had been literally on my 'watch list' for a few years. Chessington is all about families exploring together and with strong themes of adventure and bravery, I knew the licence would be a huge success at our park."

The Gruffalo River Ride Adventure was then created as a collaborative effort. As park-goers float down the lazy river, the story of The Gruffalo magically unfolds in front of their eyes with exciting twists and turns along the way. Not content with a ride, six hotel bedrooms have also been bedecked in Gruffalo



**Bonnie, 5**  
I like The Gruffalo because he looks really funny - and all the animals are scared of him!

Broom adventure. "It is not a ride, but a self-led attraction where you go through the pages of the book with Witch and Cat and undertake activities and challenges along the way," Alex reveals. "There will also be two themed hotel bedrooms and a gift shop."

With two hugely successful experiential partnerships under their belt, Alex and the team constantly have their eyes peeled for opportunities that are the right fit for the brands. "We've done some trails recently with Stick Man, working with Social Farms & Gardens' community growing sites in urban locations as this reaches families that can't get out to Chessington or Forestry Commission sites. An opportunity doesn't have to be big, it could be a grassroots activity and still create a special moment and that's just as important for families and the brands," she concludes.

**Far left:** The Gruffalo spotter app was nominated for a BAFTA and downloaded 400,000 times.

**Below centre:** The Chessington River Ride brings a new level of engagement to The Gruffalo.

style at the site and there is a branded entertainment space, a Gruffalo gifting range and Gruffalo Bites food outlet.

With over a million riders in the first year, next year will see the launch of a Room on the



# RAINBOW PRODUCTIONS

## LICENSED CHARACTER EVENTS & CUSTOM-MADE MASCOTS

### ADD CHARACTER TO YOUR LIVE EVENTS WITH THE GRUFFALO!

Rainbow Productions holds the UK's official license to manage the personal appearances of The Gruffalo at public events on behalf of the brand owner.

With 30+ years of experience, Rainbow Productions are specialists in developing licensed IP into character costumes, for use at live events. We represent properties under license and manage character appearances at destinations such as visitor attractions, family festivals and council-run community events; we also support licensors with brand activations across shopping centres and retailers.



© 1999 Julia Donaldson & Axel Scheffler.  
Licensed by Magic Light Pictures Ltd.



Contact David Scott

T: 020 8254 5300

 @RainbowMascots

 @RainbowMascots

E: [david@rainbowproductions.co.uk](mailto:david@rainbowproductions.co.uk)

 [www.rainbowproductions.co.uk](http://www.rainbowproductions.co.uk)

 @RainbowMascots

 @rainbow\_mascots



# A broom well travelled

Halloween may be a spooky time, but Room on the Broom has long been a treat for those involved with the book's licensing programme, both in the UK and further afield.



There's no denying the popularity of the kindly witch who allows a dog, a bird and a frog to ride on her broomstick, making it overloaded. Room on the Broom's obvious Halloween connection has stood it in good stead with licensing projects in the UK including at Cornwall's Eden Project, where for two years there have been Room on the Broom themed activities, as part of its Halloween celebrations during the October half-term. In recent years Room on the Broom has also been an important part of the Halloween celebrations at Chessington World of Adventures Resort with their Spooky Storytime.

However its appeal is far from contained in the UK. "For the last four years Room on the Broom has been the number one picture book in the US for the six-week around Halloween, selling around 300k copies a year in that period alone," says Magic Light's Daryl Shute.

It strikes such a strong chord with the American audience that in fact the US editions of The Gruffalo are often stickered up as 'From the creators of Room on the Broom'. Not surprisingly, given this consumer engagement, Magic Light's Daryl Shute is working with licensing partners to develop the merchandise portfolio. "We now have Aurora on board for plush in the US while Intimo has produced a range of sleepwear for

Target, which sold out last Halloween.

Because the book



connects so strongly with consumers we are keen to build an even stronger licensing programme in the US based around that seasonal period."

Above and right: Room on the Broom products now form an important part of the Magic Light portfolio.





The home of Gruffalo dress-up



www.gruffalo.com This Gruffalo © 1999 Julia Donaldson & Axel Scheffler  
This Gruffalo word mark and logo are trade marks of Julia Donaldson and Axel Scheffler and used under license. Licensed by Magic Light Pictures Ltd.

MAGIC LIGHT



For further information please email [sales@vmc.co.uk](mailto:sales@vmc.co.uk) Or visit us at [www.vmcaccessories.co.uk](http://www.vmcaccessories.co.uk)

| Instagram [https://www.instagram.com/vmc\\_accessories](https://www.instagram.com/vmc_accessories)

| Facebook <https://www.facebook.com/vmcaccessories>

# Der Gruffalo is Courageous

Below: Anita van Esch has made huge strides in Germany with The Gruffalo.

The tusked character's appeal has caught the imagination of the German market, selling more than two million books in the territory and continuously featuring in the best-sellers list for children's books.

“Just as is the world over, The Gruffalo is recognised as a modern classic in the German market. So well-known is it that the moral message in the book has formed the basis of a marketing campaign “Mut tut gut” – having courage is good,” explains Anita van Esch of Active Merchandising (who manages the licensing programme in Germany).

The campaign launched in February 2018 at Didacta, the annual tradeshow in Germany for teachers and teaching professionals. Developed by Kinder und Jugend Marketing

Kontor and Magic Light Pictures the campaign encourages kindergartens and primary schools to actively engage with the topic of ‘courage’ and what it means in their daily lives.

A dedicated website and Facebook page have also been created, “resulting in an amazing response so far,” confirms Anita, “with regular tips and advice for parents and teachers, the site provides information on fear and courage in the daily lives of young children and how to deal with it,” she adds.

Aside from this, The Gruffalo has grown into a successful merchandise brand in German-speaking territories, with a solid base of licensing partners. All kinds of merchandise, including puzzles, audio, toys, apparel, home furnishing and much more are part of the product portfolio.

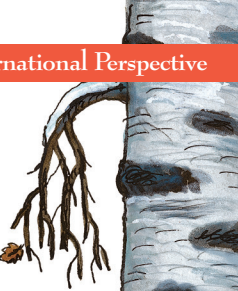
Anita reveals that to mark the 20th anniversary in 2019, “the Deutsche Post will present a Gruffalo stamp, along with some ancillary products that are being sold in post offices. Launching on March 1, this will be supported by a great marketing campaign and a launch event attended by Axel Scheffler.”

Additionally, a Gruffalo forest walk is planned for opening in one of Germany's tourist landscapes in September with the goal of encouraging families to go out with their children and experience nature and the forest.

“Meanwhile,

promotions have also been arranged with one of Germany's largest book store chains and one of the largest high street retailers to celebrate the 20th anniversary while new

licensing partners have been appointed to extend the merchandise programme and launch additional products in new categories,” says Anita. “With 2019 being such a milestone for the brand we are delighted to have the support of our dedicated partners who have loyally built the brand together with us and are looking forward to all the supporting activities which will grow the brand further and open up new opportunities.”





**Magic Light Pictures**

4th Floor

41-42 Foley Street

W1W 7TS

[licensing@magiclightpictures.com](mailto:licensing@magiclightpictures.com)

The Gruffalo © 1999 & 2018  
Julia Donaldson & Axel Scheffler.  
The Gruffalo word mark and logo are  
trade marks of Julia Donaldson and  
Axel Scheffler and used under licence.  
Licensed by Magic Light Pictures Ltd.



BROUGHT TO YOU BY

**LICENSING**

**SOURCE BOOK EUROPE**